

ABSTRAK

ANALISIS PROSES PENGAMBILAN KEPUTUSAN IBU DALAM PEMBERIAN ASI BERDASARKAN TEORI *CONSUMER DECISION MAKING*

(STUDI DI WILAYAH SURABAYA TIMUR)

Cakupan pemberian ASI eksklusif di Indonesia masih tergolong rendah. Pada tahun 2013, rerata cakupan ASI eksklusif Indonesia hanya sebesar 54,3%. Rerata persentase pemberian ASI Eksklusif pada bayi di Kota Surabaya hanya sebesar 63,13 % pada tahun 2012 – 2015, masih berada di bawah target Kemenkes.

Penelitian ini bertujuan untuk menganalisis proses pengambilan keputusan ibu dalam pemberian ASI. Penelitian ini adalah penelitian kualitatif dengan desain penelitian kohort. Responden penelitian adalah ibu hamil dan penelitian dilanjutkan hingga ibu hamil tersebut melahirkan. Sampel penelitian sebanyak 79 ibu hamil di wilayah kerja Puskesmas Surabaya Timur.

Hasil menunjukkan bahwa sebagian besar ibu tidak mengambil keputusan berdasarkan teori *consumer decision making*. Hal ini disebabkan karena terdapat banyak faktor eksternal yang dapat mempengaruhi keputusan ibu dalam pemberian ASI. Sebagian besar ibu juga merasa bahwa memahami informasi tentang ASI tidak terlalu penting karena menyusui adalah suatu hal yang natural dan ibu cenderung tidak mengalami kesulitan.

Kesimpulan penelitian ini adalah ibu yang mengambil keputusan ideal terkait pemberian ASI dan sesuai dengan proses *consumer decision making* adalah ibu yang sudah pernah memiliki anak sebelumnya dan memiliki pengalaman positif dalam memberikan ASI, memiliki pengetahuan tinggi terkait ASI, memiliki motivasi yang tinggi untuk memberikan ASI dan memiliki persepsi positif terkait ASI.

Upaya yang dilakukan dapat berupa meningkatkan keterlibatan orang tua dan suami dalam proses ANC sehingga tenaga kesehatan dapat melakukan edukasi kepada orang disekitar ibu hamil.

Kata kunci: ASI, pengambilan keputusan, *consumer decision making theory*

ABSTRACT**DECISION MAKING PROCESS ANALYSIS OF BREASTFEEDING
BASED ON THE CONSUMER DECISION MAKING THEORY****(STUDY IN EAST PART OF SURABAYA)**

In Indonesia, the coverage of infants that get breastfeeding exclusively were still low. In 2013, the average coverage of exclusive breastfeeding in Indonesia was 54,3%. Surabaya, in East Java Province, is one of the city with low coverage of exclusive breastfeeding. The average of babies who got exclusively breastfeeding in Surabaya since 2012 – 2015 were 63,13%, still below the target of Health Ministry.

This research conducted to analyze the decision making process of women in breastfeeding. This is qualitative research with cohort design. The respondent of the research was pregnant woman and the study continued until they are giving birth. Sample size was 79 mothers in East Surabaya.

Result showed that mostly mothers did not making a decision based on the consumer decision making theory. Most of them skip the problem recognition and information research step. It's because they think that any information related to breastfeeding was not necessary.

Conclusion of this research is mother which make the ideal decision based on the theory was mother that already have child before, has positive experience related to breastfeeding, have high knowledge related to breastfeeding, high motivated to breastfeed, and have positive perception related to breastfeeding. Result also showed that there are many external factors which can influence mother decision to breastfeed, such as health workers support, health care facility supports, and family supports.

In order help increase the successful of breastfeeding, it is needed for health care workers to actively doing health promotion related to breastfeeding, especially mother in third trimester. They can do promotion to the mother's relatives or husband so the family can support the mothers.

Keywords: Breastfeeding, decision making, consumer decision making theory